



2014 CAMPAIGN STARTER GUIDE



**COLLEGE
GO! WEEK**

AUGUST
through
NOVEMBER



CASHfor
COLLEGE

DECEMBER
through
MARCH



CAREER
Ready

APRIL
through
JULY

Keep your students on track for future college
and career success year round!

READY? SET... GO!

Learn More Indiana's college and career readiness campaigns — **College GO! Week**, **Cash for College** and **Career Ready** — are designed to deliver important college and career planning messages throughout the year in simple and fun ways that are aligned with Indiana's standards. All the materials are ready to go out-of-the-box, but you can customize each campaign for your students and your community.

STEP 1

CHOOSE YOUR COACHES.

Learn more about each campaign on the following pages, and select at least one person to head up each effort in your school community. Coaches can be anyone (counselors, teachers, administrators, parents, etc.) who is passionate about student success and excited to get the entire school community involved. They'll be easy to spot in the brightly colored "coach" t-shirts included in your shipment.

STEP 2

SET THE STAGE.

Use campaign materials to make your school loud and proud about college and career success! Decorate bulletin boards with campaign-themed designs, hang posters and ask teachers to create themed doorways or classrooms. Get students involved, too! Ask them to write their dream college or career, or ways to save for college, on the themed cut-out bulletin board shapes included. Print off additional shapes online if needed at LearnMoreIndiana.org/print.

STEP 3

PLAN YOUR EVENTS.

Flip through this planning guide for event ideas, and don't forget to include a few fun, all-school events to kick off each campaign. Lunch-time trivia, daily announcements and sports events are great ways to get the ball rolling. Partner with organizations in your community to spread the message far and wide.

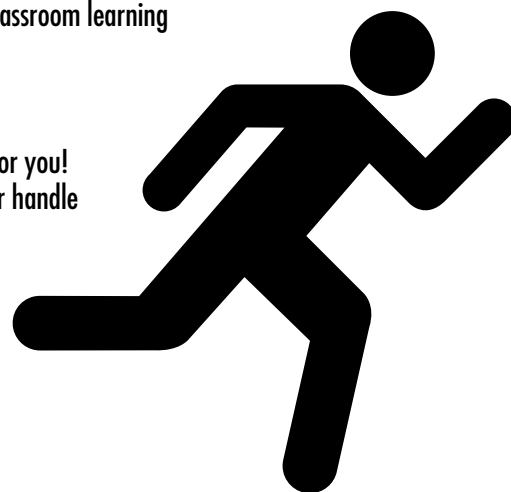
College and career success starts in the classroom. Our Educator Guides for grades K-8 contain college- and career-themed lesson plans that are aligned with Indiana's standards. Students in all grades receive student success guides filled with grade-level information and activities that are great for classroom learning.

STEP 4

SHARE YOUR SUCCESS!

Learn More Indiana would love to hear about campaign plans that worked for you! Share on social media at [Facebook.com/LearnMoreIN](https://www.facebook.com/LearnMoreIN) or use our Twitter handle [@LearnMoreIN](https://twitter.com/LearnMoreIN) ([#collegegoweeek](https://twitter.com/collegegoweeek), [#cashforcollege](https://twitter.com/cashforcollege), [#careerready](https://twitter.com/careerready), [#learnmoreindiana](https://twitter.com/learnmoreindiana)). You can also email us at info@learnmore.org.

College GO! Week, Cash for College and Career Ready include school grants, student contests and more to take your college and career readiness efforts to the next level. Learn more on the following pages or visit LearnMoreIndiana.org/contests.





College GO! Week takes place each August through November with information and resources designed to help Hoosiers **plan** for education beyond high school. The official “College GO! Week” kick-off is always the last full week of September (**September 22-26, 2014**), but you can incorporate **College GO! Week** activities and events whenever they fit into your calendar.



WHY?

College GO! Week helps students answer these questions:

- **Grades K-5:** What is college? Why is it important?
- **Grades 6-8:** Why does my high school diploma matter? What kind of college degree is right for me and my career goals?
- **Grades 9-12:** What should I study? Where? How do I apply?



MAKE IT MATTER

Make a lasting impact with these tips:

- Partner with local youth-serving organizations for extra resources and to help spread the college planning message further.
- Show students what college looks like with speakers from local universities, apprenticeship programs and community colleges.
- Highlight alumni from your school who are getting further degrees.
- Ask students to write their dream college on cutouts shapes, and hang them around school. Print more at LearnMoreIndiana.org/print.
- Incorporate events from the calendar on this page.



CHECK OUT...

Some ideal resources for College GO! Week include:

- Student contests for all grade levels (\$529) and school grant opportunities (\$1,000) at LearnMoreIndiana.org/contests.
- Activities from the “Plan” section of the **LEARN MORE** and **NEXT** student magazines (K-12) and Educator Guides (K-8). Also available online at LearnMoreIndiana.org/print.
- Online high school Graduation Plan and career interest inventories at LearnMoreIndiana.org/careerexplorer.
- College application deadlines & requirements, printer-friendly college pennants, worksheets and more at CollegeGoWeekIndiana.org.



CALENDAR OF EVENTS

SEPT. 22-26: KICK-OFF WEEK

Suggested themes include:

- **Monday:** College Gear Day
- **Tuesday:** Apprenticeship Day (highlight careers requiring an apprenticeship)
- **Wednesday:** Associate Degree Day (highlight locally available two-year programs)
- **Thursday:** College Tour Day (via slide show presentation, college speakers, or field trip)
- **Friday:** College App Writing Skills (give information on personal statements, essays and letters of recommendation, or ask students to write about why they should be accepted to their top college choice)

OCT. 28: COLLEGE APPLICATION DAY

Recruit volunteers from nearby colleges and community organizations to staff computer rooms and answer questions as seniors complete at least one online application. Build up to the date by helping students write essays, collect references, etc. Find tips and FAQs at CollegeGoWeekIndiana.org.

NOV. 21: IMPORTANT DEADLINES!

- **SCHOOLS:** Grant applications due (\$1,000)
- **STUDENTS:** K-12 contest entries due (\$529)

Details on school grants and student contests at LearnMoreIndiana.org/contests.

COLLEGE  WEEKINDIANA.org

by LEARN  MOREINDIANA



Cash for College takes place each December through March, with tips and activities to help students **pay** for education beyond high school. The campaign kicks off the last full week of January (**January 26-30, 2015**) and ends with the state's **March 10 deadline** for filing the Free Application for Federal Student Aid (FAFSA).



WHY?

Cash for College helps students answer these questions:

- **Grades K-5:** How can I save for college? How do good grades help pay for college? What is 21st Century Scholars (Scholars.IN.gov)?
- **Grades 6-8:** What are local college costs? How do I earn college scholarships? How do I sign up for 21st Century Scholars?
- **Grades 9-12:** What is my estimated college cost? How do I find college scholarships? How do I meet my 21st Century Scholar Success Program requirements? How do I file the FAFSA (FAFSA.gov)?



MAKE IT MATTER

Make a lasting impact with these tips:

- Distribute play money to students who do scholarship-worthy things: go to an afterschool club, get an "A," etc.
- Ask area businesses to donate scholarship(s) for Cash for College events and post a list of current local scholarship opportunities..
- Ask students to write how they're saving college costs on cut-out shapes and hang them up around the school. Print more at LearnMoreIndiana.org/print.
- Incorporate events from the calendar on this page.



CHECK OUT...

Some ideal resources for Cash for College include:

- Student contests for all grade levels (\$529) and school grant opportunities (\$1,000) at LearnMoreIndiana.org/contests.
- Activities from the "Pay" section of the **LEARN MORE** and **NEXT** student magazines (K-12) and Educator Guides (K-8). Also available online at LearnMoreIndiana.org/print.
- Indiana College Costs Estimator at IndianaCollegeCosts.org
- College savings tips, scholarship search tools and more at CashForCollegeIndiana.org.
- FAFSA Friday webinar at FafsaFriday.org (February 20)

CALENDAR OF EVENTS

DECEMBER
through
MARCH

JAN. 26-30: KICK-OFF WEEK

Suggested themes include:

- **Monday:** 529 Plan Info (education parents and students about saving for college with info from LearnMoreIndiana.org/529)
- **Tuesday:** Super Saver Day (brainstorm ways to spend and save wisely)
- **Wednesday:** Crunch Your College Costs (older students can complete an estimator at IndianaCollegeCosts.org; younger ones can do math with actual tuition figures)
- **Thursday:** 21st Century Scholars Day (help students enroll or meet their Scholar Success Program requirements (Scholars.IN.gov))
- **Friday:** Scholarship Skills (practice writing essays, or have students write their scholarship-worthy achievements on cutout shapes to display)

FEB. 20: FAFSA FRIDAY

Get all your financial aid questions answered live by experts during this webinar at FafsaFriday.org at noon or 6 p.m. (EST).

FEB. 22: COLLEGE GOAL SUNDAY

Get in-person FAFSA help at 40+ locations across Indiana. Visit CollegeGoalSunday.org for details.

MAR. 10: IMPORTANT DEADLINES!

- **SENIORS:** FAFSA filing deadline (FAFSA.gov)
- **SCHOOLS:** Grant applications due (\$1,000)
- **STUDENTS:** K-12 contest entries due (\$529)

Details on school grants and student contests at LearnMoreIndiana.org/contests.



CASHFORCOLLEGEINDIANA.org

by LEARN**MORE**INDIANA



Career Ready (formerly KnowHow2GOIndiana) takes place each April through July, with real-world advice and practical experiences to help students **prepare** for their future careers. The official kick-off week is the last week of April (**April 20-24, 2015**), but career information is never out of season.



WHY?

Career Ready helps students answer these questions:

- **Grades K-5:** What kinds of careers exist? How will my schoolwork help me in my future career?
- **Grades 6-8:** How do my interests line up with potential careers? What kind of credential will I need? What are some high-demand career fields in Indiana?
- **Grades 9-12:** How can a club, volunteering or job shadowing help me learn more about career options? What high school classes can help me learn more about specific careers?



MAKE IT MATTER

Make a lasting impact with these tips:

- Pick a career each day to highlight. Choose high-demand careers, especially ones students may not be familiar with.
- Teachers can talk to students about how classroom topics relate to various career options.
- For middle and high school students, highlight classes that are related to specific career paths.
- Make bulletin boards with tips for students pursuing specific careers (nursing, teaching, engineering, etc.).
- Incorporate events from the calendar on this page.



CHECK OUT...

Some ideal resources for Career Ready Indiana include:

- Student contests for all grade levels (\$529) and school grant opportunities (\$1,000) at LearnMoreIndiana.org/contests.
- Activities from the "Prepare" section of the **LEARN MORE** and **NEXT** student magazines (K-12) and Educator Guides (K-8). Also available online at LearnMoreIndiana.org/print.
- Indiana Career Explorer, the Hoosier Hot 50 job info, videos and more at CareerReadyIndiana.org.

CALENDAR OF EVENTS

APRIL 20-24: KICK-OFF WEEK

Suggested activities include:

- **Monday:** Career Dress-up Day
(ask students how the day's lesson prepares them for their chosen careers)
- **Tuesday:** Career Theater
(view Hoosier Hot 50 videos and explore more facts at LearnMoreIndiana.org/hot50)
- **Wednesday:** Career Trivia
(set up college and career trivia in the lunchroom or during announcements)
- **Thursday:** Career Dreams
(ask students to share their dream career, perhaps with photos, and the type of credential required)
- **Friday:** Career Professional Speakers
(hint: local government leaders and parents or grandparents are usually happy to help! LearnMoreIndiana.org/speakers)

MAY 21: CAREER EXPLORER DAY

Help 8th graders complete their high school Grad Plans online at LearnMoreIndiana.org/careerexplorer. Students in grades 6-12 can also use the Indiana Career Explorer to take a career interest inventory or explore specific career fields.

MAY 29: CONTEST DEADLINE!

- **SCHOOLS:** Grant applications due (\$1,000)
- **STUDENTS:** K-12 contest entries due (\$529)

Details on school grants and student contests at LearnMoreIndiana.org/contests.



CAREERREADYINDIANA.org

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LEARN MORE INDIANA RESOURCES

Visit LearnMoreIndiana.org to learn more about all our resources, including:



STUDENT SUCCESS GUIDES & PRINTER-FRIENDLY ACTIVITIES

Learn More Indiana provides student success guides (magazines) for every grade level, and accompanying Educator Guides for grades K-8. Download electronic versions or browse our Activity Bank of related worksheets and other materials at [**LearnMoreIndiana.org/print**](https://LearnMoreIndiana.org/print).



LEARN MORE INDIANA SURVEY

Available for grades 3-12, the Learn More Indiana annual student survey helps schools assess the degree to which they help their students prepare for college and careers. Instant survey results show whether students are making sound choices related to college access and success, and optional question sets assess students' guidance needs, perception of their school counseling programs and other assistance needs.

Learn more at [**LearnMoreIndiana.org/survey**](https://LearnMoreIndiana.org/survey).



COLLEGE SUCCESS COALITIONS

Join your county's College Success Coalition, or help start a coalition of business, school, nonprofit and government leaders who want to improve your county's college access and success rates. Data-driven and locally-focused, the Indiana College Success Coalitions are a great way to make an impact where you live.

Learn more at [**LearnMoreIndiana.org/coalitions**](https://LearnMoreIndiana.org/coalitions).



SPEAKERS BUREAU

Request a speaker for any event for students to help them learn how to plan, prepare and pay for college and careers at an age-appropriate level. Or, sign up to be a speaker yourself and motivate students in your area with Learn More Indiana's user-friendly presentations. Learn more at

[**LearnMoreIndiana.org/speakers**](https://LearnMoreIndiana.org/speakers).

Led by the Indiana Commission for Higher Education, Learn More Indiana is a partnership of state and local organizations working to help Hoosiers of all ages complete education and training beyond high school.

LEARN  MORE INDIANA.org